

**SPARKLING CITRUS FABULOSO COMPLETE ANTIBACTERIAL  
MULTI-PURPOSE CLEANER**

*[Alternate Brand Names:*

**Fabuloso Complete Sparkling Citrus Antibacterial Cleaner**

**Fabuloso Complete Antibacterial Sparkling Citrus**

**Sparkling Citrus Fabuloso Complete Antibacterial**

**Fabuloso Antibacterial Sparkling Citrus**

**Sparkling Citrus Fabuloso Antibacterial**

**Fabuloso Sparkling Citrus Antibacterial Cleaner**

**Fabuloso Antibacterial Sparkling Citrus**

**Fabuloso Antibacterial**

**Lavender Fabuloso Antibacterial**

**Fabuloso Antibacterial Lavender**

**Fabuloso Antibacterial Pine]**

**ACTIVE INGREDIENT:** L-LACTIC ACID.....2.00%

**INERT INGREDIENTS:**.....98.00%

**TOTAL**.....100.00%

Kills 99.9% of Bacteria\*

**KEEP OUT OF REACH OF CHILDREN.**

CAUTION: See back panel for additional precautionary statements.

[Insert net contents here]

BACK LABEL:

**DIRECTIONS FOR USE:**

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

To clean and sanitize hard, non-food, non-porous surfaces:

Dilute ½ cup of [insert product name] in a gallon of sterile deionized water and apply to surfaces with a mop, cloth or sponge.

-or-

Apply [insert product name] directly to surfaces with a mop, cloth or sponge.

Leave on surfaces for at least 5 minutes. No rinsing required.

**STORAGE AND DISPOSAL:** Store in a cool, well-ventilated area inaccessible to small children and pets. Non-refillable container. Do not re-use or refill this container. Offer for recycling if available or discard in trash.

**PRECAUTIONARY STATEMENTS:**

Hazards to Humans and Domestic Animals

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes and clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

DO NOT SWALLOW. DO NOT HEAT.

**Physical or Chemical Hazards:** Do not mix with other household cleaners to avoid irritating fumes.

**FIRST AID: IF IN EYES:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

For general information on product use, etc., call the National Pesticides Information Center at 1-800-858-7378. You may also contact the poison control center at 1-800-222-1222 for emergency medical treatment information

[ -or- ]

For any product questions contact 1-800-443-0602

\*[Kills 99.9% of] *Staphylococcus aureus* or *Staph aureus* and *Klebsiella pneumoniae*

EPA Reg. No. 4582-74

EPA Est. No. 4582-MX-01

<Insert Colgate-Palmolive Company logo: see Appendix B>

Dist. by:

Colgate-Palmolive Company

300 Park Avenue

New York, NY 10022 U.S.A.

[Manufactured by:]

<Insert Question box: See Appendix B>

1-800-443-0602

[www.fabuloso.com](http://www.fabuloso.com)

Made in Mexico

LOT CODE: The product lot code is lasered on the back panel of the bottle below the label.

[Lot No./MFT Date/ EXP Date: See printed on packaging.]

## **« MARKETING CLAIMS »**

(Fresh) (Mild) (Clean) (Pleasant) (Long Lasting) (Fragrance)(Scent)  
(All in 1) (Cleaning Power) (One Step Cleaner)  
(Multi Action) (Multi Clean) (Multi Purpose) (Multi Surface)  
(Complete) (Easy) (Easy to use) (Effective) (Extreme) (Quick) (Quick & Easy) (Ready to Use)  
(Total) (Versatile) (Clean) (Cleaner) (Cleaning) (Degreaser) (Degreases) (Deodorizes)  
(Beautiful) (Bright) (Brilliant) (Glistening) (Restores Original Shine) (Restores Original Luster)  
(Shine)  
(Antibacterial) (Bactericidal) (Bactericide ) (Cleaner) (Deodorizer) (Deodorizes)  
(Sanitizer) (Sanitizes)  
(Bleach free) (Non abrasive) formula  
(Bonus) (Economy) (Great) (Mega) (Super) (Trial) (Value) (Pack) (Refill) (Size)  
(Bonus x / ) (Bonus x oz) (x oz at x oz Price) (x / discount (x / more free) (x oz at the price of x oz) (x% more than competitors)  
A convenient way to (clean) (and) (deodorize) (sanitize)  
Advanced (cleaner) (in) (on) ({insert: See Appendix A})  
All In One  
All purpose (cleaner)  
An effective (cleaner) (and) (sanitizer) on non food contact surfaces in {insert: See Appendix A}  
An effective (cleaner) (and) (sanitizer) on non food contact surfaces in the {insert: See Appendix A}  
An effective cleaner for use in the {insert: See Appendix A} (and other household areas)  
An effective all purpose cleaner (degreaser) (and) (deodorizer)  
Antibacterial (Action) (surface cleaner)  
Ammonia Free (formula)  
(Clean) (deodorize) (sanitize) (with confidence) (confidently)  
Clean you can trust  
Confidence in (cleaning) (deodorizing) (sanitizing)  
Contains no (abrasives) (ammonia) (bleach) (phosphates)  
Contains (powerful) (effective) (fast acting) grease cutters  
Contains the most powerful (effective) (fast acting) grease cutters  
Convenient ({insert: See Appendix A}) (surface) (cleaner)  
Complete  
Complete+  
Complete Clean  
Deodorizes and sanitizes as it cleans<sup>†</sup>  
Effective (cleaner) (in) (on) ({insert: See Appendix A})  
Effectively works on many hard non porous surfaces  
Fabuloso®  
Fabuloso® (Complete) (All In One) (Multi-Use) Antibacterial  
For a (cleaner) (fresher) (household) (home)  
(For a) (deep down) (powerful) (clean)  
For any hard non porous surface where (bacteria) are a concern  
For (everyday) (use) (cleaning) (messes)  
For multiple cleaning tasks  
For use (in) (on) (the) ({insert: See Appendix A}) as a multi purpose cleaner  
Good for (everyday cleaning) (multiple cleaning) (and) (for your toughest household messes)  
(jobs) (tasks) (chores)

Great for ({insert: See Appendix A}) (most indoor and outdoor cleaning tasks) (your toughest household messes)  
(Great for) everyday use in ({insert: See Appendix A})  
(Great for) (everyday cleaning) (multiple cleaning) (and) (for your toughest household messes) (jobs) (tasks) (chores)  
(Great for) use on hard non porous surfaces located in (the) ({insert: See Appendix A})  
Help protect your home from bacteria with Fabuloso® Brand products  
(Introducing) (new), (New (and) Antibacterial), (New (and) Sanitizing), (Now (with) (Antibacterial) (Power))  
Irresistible fragrance  
Keep your ({insert: See Appendix A}) clean every day  
Leaves a (long lasting\*) (fresh) (clean) scent (\*For up to 24 hours)  
Multi-Purpose Cleaner  
No rinse (rinsing) (required)  
Non abrasive formula (will not scratch surfaces)  
One Step Cleaner

**[(OVER] XX% in SAVINGS\*\*\* [\*\*\*PRICE PER OUNCE VS[.] BUYING X BOTTLE[s] of XX oz)]**

Perfect for (use) (in) (on) (the) ({insert: See Appendix A})  
Powers through (your) (the) (toughest cleaning jobs) (everyday household messes) (jobs) (tasks) (chores)  
Perfect for everyday (use) (in) (on) ({insert: See Appendix A})  
Phosphate free  
Powerful (cleaner) (in) (on) ({insert: See Appendix A})  
Ready to use (kitchen) (and) (bathroom) (cleaner)

**Save XX%**

Take care of your home with {insert product name}  
Use (in) (on) (the) ({insert: See Appendix A})  
Use {insert product name} throughout your home  
Where to use (in) (on) ({insert: See Appendix A})  
Works on a wide range of (kitchen) (bathroom) (household) surfaces

#### **« CLEANING & DEODORIZING CLAIMS »**

Advanced cleaning power [formula]  
Antibacterial cleaning action on hard non porous surfaces (in the) (for) ({insert: See Appendix A})  
Cleans (and sanitizes<sup>†</sup>) (kitchens] (and) (bathrooms) (restrooms)  
Cleans (and sanitizes<sup>†</sup>) hard non porous surfaces in kitchens and bathrooms  
Cleans and sanitizes<sup>†</sup> (kitchens) (and) (bathrooms) (restrooms)  
Cleans and sanitizes most (washable) hard non porous (kitchen) (bathroom) (restroom) surfaces<sup>†</sup>  
Cleans and sanitizes non-food contact surfaces<sup>†</sup>  
Cleans (s) (sanitizes) and removes offensive odors from ({insert: See Appendix A})<sup>†</sup>  
Cleans counters  
Cleans everyday kitchen and bathroom messes  
Cleans grease (fast) (quickly)  
Cleans greasy dirt soap scum and bathroom soils  
Cleans grime in kitchens (and) (bathrooms) (restrooms) (fast)  
Cleans kitchen and (bathroom) (restroom) surfaces  
Cleans kitchen bathroom and household grime and soils (fast)

Cleans on contact  
 Cleans the toughest soils  
 Cleans (tough) (everyday) (dirt and grime) ({insert: See Appendix A})  
 Cleans tough messes fast  
 Cleans tough soap scum (with no bleach)  
 Cleans without bleaching  
 Complete Clean  
 Controls grease (fast) (quickly)  
 Cuts through grease  
 Cuts grease (fast) (quickly)  
 Cuts greasy dirt and soap scum and bathroom soils  
 Cuts grime in kitchens and (bathrooms) (restrooms) (fast)  
 Cuts kitchen bathroom and household grime and soils (fast)  
 Cuts through tough grease (and grime) (without streaking) (and) (with no bleach)  
 Cuts through tough kitchen (and) (bathroom) (restroom) (grease) (grime) (and) soils  
 Cuts tough grease (and grime) (without streaking) (and) (with no bleach)  
 Cuts tough soap scum (with no bleach)  
 (tough) grease (and grime)  
 tough grease (and grime)) (and) (with no bleach)  
 Disintegrates (grease) (soap scum) (lime scale) (on contact)  
 Dissolves grease (fast) (quickly)  
 Dissolves (tough) ({insert: See Appendix A})  
 Easily cuts (through) (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Easily (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Easily dissolves (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Easily removes (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Easily powers away (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Easily powers through (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Easily wipes away (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Effective - cleans soap scum  
 Effortlessly cleans (stubborn) stains  
 Effortlessly cleans the following ({insert: See Appendix A})  
 Effortlessly eliminates the following ({insert: See Appendix A})  
 Effortlessly removes the following ({insert: See Appendix A})  
 Eliminates the toughest soils  
 Eliminates tough ({insert: See Appendix A})  
 Eliminates (tough) grease (and grime)  
 Eliminates tough odors (left behind) (from) (pets) (smoke) (cooking)  
 Eliminates tough soap scum (with no bleach)  
 Fabuloso® [Insert Product Name] is an all in one cleaner that can be used [on] for floors, walls, bathroom[s], living room[s] and almost every (non-porous) hard surface  
 For (many) hard non porous (kitchen) (bathroom) (restroom) surfaces  
 Freshens ({insert: See Appendix A})  
 Gives you multiple cleaning actions - (removes) (eliminates) (cuts through) ({insert: See Appendix A})  
 Grease cleaning power  
 Keep your (shower) (tub) clean  
 Keep your (shower) (tub) free from soap scum  
 Leaves ({insert: See Appendix A}) (surfaces) (clean) (deodorized)

Leaves your ({insert: See Appendix A}) with a fresh clean scent  
 Make soap scum (disintegrate away) (dissolve)  
 Multi-action formula for a deeper clean\*\* (\*\*vs. Regular Fabuloso®)  
 Multi-Purpose Cleaner  
 Non food contact surface sanitizing cleaner  
 One step cleaning and sanitizing  
 Powerful all purpose cleaner  
 Powerful cleaning action  
 Powerful grease cutter  
 Powerful soap scum remover  
 Powers away tough grease (and grime) (with no bleach)  
 Powers away tough soap scum (with no bleach)  
 (Powers through) (cuts) (cleans) (tough) (household) (messes) (including (kitchen) (grease)  
 (and) (grime)  
 Powers through even your toughest messes in the kitchen and bathroom  
 Powers through (soap scum) (and) (grease)  
 Powers through (tough) (grease) (and) (soap scum)  
 Powers through (tough) grease (and grime)  
 Powers through tough messes including kitchen grease & grime) (and) (bathroom soils like soap  
 scum)  
 (Powers through) (tough on) (wipes out) odor  
 Quick cleaning (in) (on) (the) ({insert: See Appendix A})  
 Quickly cleans (stubborn) stains  
 Quickly cleans the following ({insert: See Appendix A})  
 Quickly cuts (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Quickly degreases and deodorizes  
 Quickly destroys (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Quickly dissolves (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Quickly eliminates (foul) (filthy) (lingering) (food) odors  
 Quickly eliminates (stubborn) stains  
 Quickly eliminates the following ({insert: See Appendix A})  
 Quickly removes (foul) (filthy) (lingering) (food) odors  
 Quickly removes (stubborn) stains  
 Quickly removes the following ({insert: See Appendix A})  
 Quickly removes (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Quickly powers away (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Quickly powers through (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Quickly wipes away (tough) (the toughest) (stubborn) ({insert: See Appendix A})  
 Removes limescale  
 Removes soap scum  
 Removes tough ({insert: See Appendix A})  
 Removes (tough) (everyday) (dirt and grime) ({insert: See Appendix A})  
 Removes tough odors (left behind) (from) (pets) (smoke) (cooking)  
 Removes tough soap scum (with no bleach)  
 (Removes) (eliminates) (neutralizes) (offensive) odors (from) (pets) (smoke) (cooking)  
 Starts cleaning on contact  
 Surface cleaner with antibacterial formula  
 The smell of (Fabuloso®) clean  
 Thoroughly cleans surfaces throughout the ({insert: See Appendix A})

Tough on greasy soils

Uniquely formulated to remove tough grease and grime

Use (this product) (throughout your home) to clean ({insert: See Appendix A})

Wipes away everyday grease and grime

Wipes away tough grease (and grime) (without streaking) (and) (with no bleach)

Wipes away tough soap scum (with no bleach)

**« SANITIZING CLAIMS - Hard, non porous, non food contact surfaces »**

Cuts tough grease and grime and kills 99.9% of bacteria\* in the (kitchen) (bathroom)

Kills 99.9% / of bacteria\*

Kills 99.9% of (household) bacteria\*

Kills 99.9% / of the following household bacteria commonly found (in) (kitchens) (bathrooms) (around the home) on hard non porous surfaces (*Staphylococcus aureus*) (and) (*Klebsiella pneumoniae*)

This product is a sanitizer for hard non-porous non food contact surface areas against (*Staphylococcus aureus*) (and) (*Klebsiella pneumoniae*)

() (Eliminates) (Kills) 99.9% of (household) bacteria\*

() (kills) (eliminates 99.9%) bacteria (for a deep down clean)

() (Eliminates 99.9%) (Kills) (kitchen) (bathroom) (household) (odor causing) bacteria

() (Eliminates) (Kills) 99.9%\* of bacteria

() (Eliminates 99.9%)) (Kills) bacteria commonly found in the (kitchen) (bathroom)

() (Eliminates) (Kills) (kitchen) (and) (bathroom) (household) bacteria (sanitizer)

Great for use as a non food contact surface sanitizer in ({insert: See Appendix A})

Sanitizes (and deodorizes) hard non porous surfaces throughout your ({insert: See Appendix A})

Sanitizes as it cleans<sup>†</sup>

Sanitizes hard non porous surfaces (kitchens and bathrooms)

Sanitizes non food contact surfaces

Sanitizes ({insert: See Appendix A}) (non food contact) surfaces

Sanitizes without bleaching

Starts to kill on contact

Versatile and convenient sanitizer for hard non porous surfaces

<sup>†</sup>when used according to [sanitization] [sanitizer] directions.

[Optional Fragrance Descriptors that may be used depending on formula selected]

- Lavender
- [Sparkling] Citrus
- Pine

**Appendix A: « SOILS / ODORS / SURFACES / USE SITES >>**

Soils / Odors (Graphic - depicting soil)

Bathtub rings

Cooking odors

Crayon / Pencil marks



Dirt (Greasy dirt)  
Fingerprints  
(Tough) Grease (Splatter)  
Grime  
Handprints  
Heel / Scuff marks  
Lime scale  
Mud  
Oil  
Outdoor grime  
Pen / Ink marks  
Tough soils  
Smear (Smudge)  
Smoke odors  
Soap scum

Surface Types (Graphic – depicting surface type)

Chrome  
Copper  
Crystal  
Enamel  
Fiberglass fixtures  
Glass  
Glazed ceramic  
Glazed porcelain  
Glazed tile  
Linoleum  
Metal  
Mirror  
Plastic laminate  
Stainless steel  
Tin  
Vinyl

Hard Non porous Surfaces (Graphic- depicting surface)

Bathtub (tub)  
Bed frame  
Cabinet (non wood)  
Chair (non wood)  
Changing table (non wood)  
Computer screen  
Crib (non wood)  
Diaper pail (non wood)  
Door knob (handle)  
Exhaust (fan) (hood)  
Faucet  
Fixture (chrome / stainless steel)  
Floor (glazed tile)  
Floor (linoleum)

Floor (vinyl) (depicting use site)  
Garbage (can) (pail) (container)  
Glass  
Glass topped furniture  
Glazed ceramic tile (surfaces)  
Glazed porcelain tile (surfaces)  
Grill (Bar B Que) exterior  
Highchair (non food contact area)  
Light fixture  
Metal  
Metal blinds  
Microwave exterior  
Mirror  
Non medical (chrome / stainless steel)  
Outdoor patio furniture (non wood)  
Oven (door)  
Painted woodwork  
Patio door  
Piano keys  
Picnic table (non wood)  
Plastic laundry (basket) (hamper)  
Range hood (stove hood)  
Refrigerator / Freezer exterior  
Shelves (drawers)  
Shower (door) (curtain) (stall) (area)  
Sink (basin)  
Storage (area) (room)  
Stove (stovetop)  
Table (tabletop)  
Telephone  
Tires  
Toilet bowl exterior (Urinal)  
Tools  
Workout (Exercise room)

Household Use Sites (Graphic - depicting use site)

Basement  
Bathroom  
Bedroom  
Breakfast room  
Den  
Dining room  
Family room  
Garage  
Home  
House  
Household areas  
Kitchen  
Laundry room

Living room  
Library  
Mud room  
Outdoor area  
Study  
Storage area  
Workout (exercise) room

High touch & Professional use sites

Cafeteria  
Clinic  
Day Care Center  
Dental Office  
Dining room  
Doctor's Office  
Dormitory  
Health Care Facility  
Health Club  
Hospital  
Hotel / Motel  
Kitchen  
Nursing Home  
Office Building  
Outdoor area  
Physician's Office  
Rest (area) (stop)  
Restaurant  
Restroom  
School (College)

**<<APPENDIX B: PRODUCT LABEL DESIGN DETAIL>>**

NOTE: Please refer to PDF for full label design.

**FULL FRONT LABEL COMMUNICATION INCLUDING LOGO**





### PRODUCT USAGE ICONS

Front label:



Bar Code for Club Sizes



Back label:



Colgate-Palmolive Company logo



Question box



Smart label and barcode



or



Smart label background info:

SmartLabel® gives consumers easy and instantaneous access to detailed information about thousands of food, beverage, personal care, household and pet care products. Consumers can find this product information in many ways – smartphone, computer, telephone. Read more at: [www.smartlabel.org](http://www.smartlabel.org)

Recycling information



Optional Graphics



December 18, 2020